



METRO FARE CAPPING CUSTOMER JOURNEYS

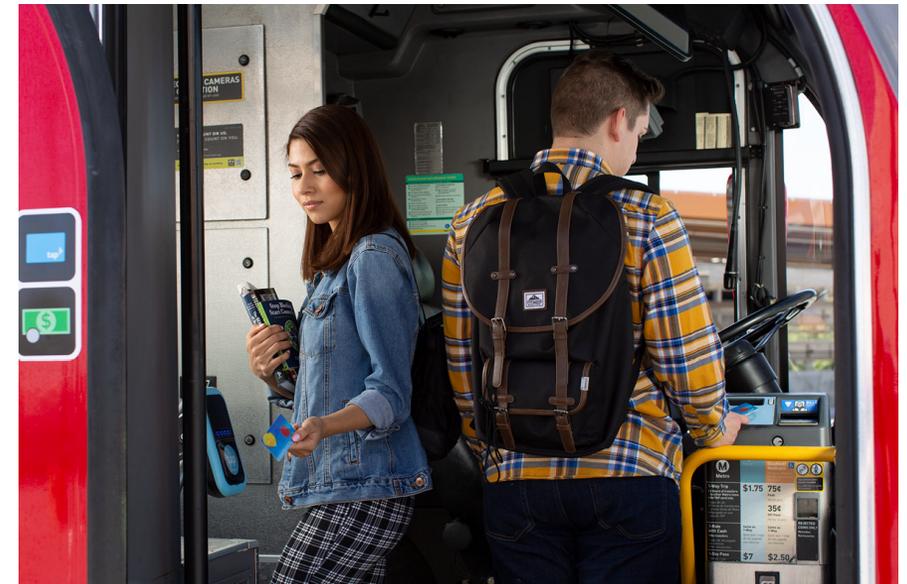
January 20, 2023

BACKGROUND

Metro is preparing to launch a new program which is a major change to the current fare system, known universally as “fare capping.” Under this new program, riders utilizing a TAP card to pay for fares will ride for free after they have hit their maximum number of fares paid during a given timeframe. This change needs to be communicated to LA County communities of frequent, occasional, and potential transit riders. Tactics to drive interest in learning more and drive traffic to a landing page are needed, as the details of the program are too complicated to communicate effectively in short-form advertisement.

GOALS

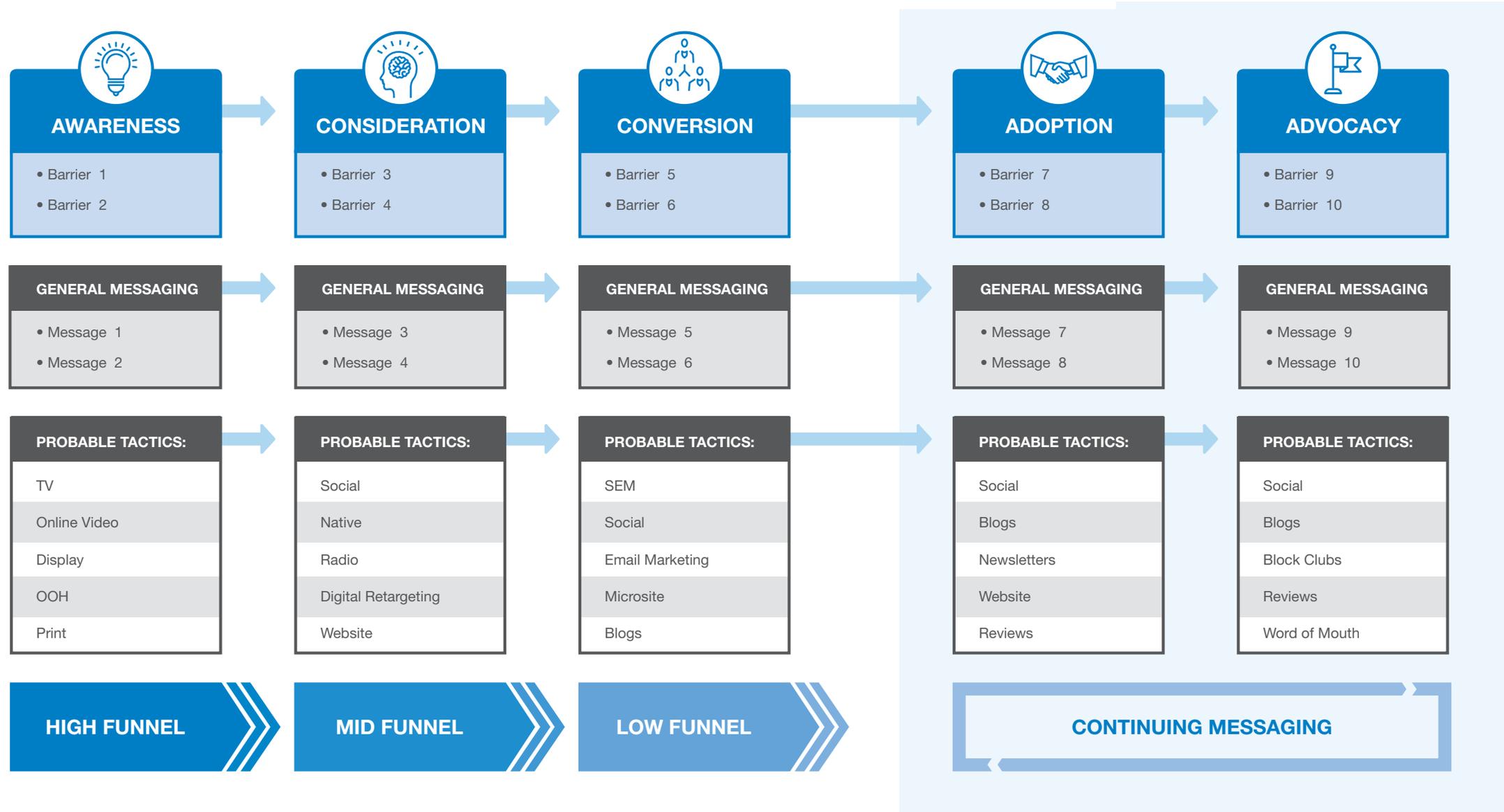
- Determine barriers at each stage of the customer journey
- Assess general messaging points to overcome barriers
- Consider owned media ad space and paid media tactics to implement with the general messaging at each journey stage



WHAT IS A CUSTOMER JOURNEY?

A customer journey is a proven marketing exercise guiding a business through all the steps a potential customer will take along the desired conversion process. A journey should also consider how to manage customers after the conversion, so they continue the desired action and encourage their social circles to do the same.

CUSTOMER JOURNEY TEMPLATE



WHY ARE CUSTOMER JOURNEYS IMPORTANT?

Customer journeys are important because they compel the business to think strategically about the customer along each possible touchpoint.

Separating and analyzing each journey step allows campaigns to be strategic in what they're messaging and where it's being messaged. If properly strategized and executed, the customer will proceed to the next journey stage and, ideally, the final conversion point.

PRE-LAUNCH





Awareness

Consideration

Conversion

Barriers

- Doesn't know Metro fares are changing
- Doesn't ride Metro regularly
- Is unfamiliar with the concept of "fare capping"
- Doesn't have consistent access to the internet
- Doesn't understand why Metro fares are changing
- Doesn't think fare changes are applicable to them (half-price fare remnant)



Awareness

Consideration

Conversion

General Messaging

- Metro is changing how you pay for rides
- Learn more about how ride fare changes affect you
 - Digital and analog options
- Find out how you can benefit from fare capping (with a TAP card)



Awareness

Consideration

Conversion

Possible Tactics

- Out-of-home (Billboards, bus benches, bus shelters, etc.)
- Terrestrial radio
- Broadcast television
- Public relations/press releases
- Digital display banners
- Email campaign to current riders
- Street teams
- Owned Metro signage at stations/buses/rail cars
- Alerts on Metro.net homepage
- Community outreach



Awareness

Consideration

Conversion

Barriers

- Doesn't know where to learn more about pending fare changes/capping
- Can't easily access fare change/capping information
- Is unfamiliar with TAP card
- New fare system is confusing and don't know how to proceed
- Doesn't ride Metro frequently enough to benefit
- Only perceives the fare changes as a price increase
- Prefers current fare routine/habit



Awareness

Consideration

Conversion

General Messaging

- Metro fares will increase to \$1.75, but will have fare capping
 - Pay for 3 rides, the rest of the day is free
 - Pay for 11 rides, the rest of the week is free
- Having a TAP card unlocks all the free fare capping benefits
- Metro offers discount fare programs for those who need it



Awareness

Consideration

Conversion

Possible Tactics

- Community based organizations outreach
- Flyers/brochures/collateral
- Social media (paid and organic)
- Online video/connected television/streaming video platforms
- Digital radio
- Native ads
- Community meetings
- Blogs
- Media pitching (PR)
- Microsite (with clear explanations and custom rider scenario interface)



Awareness

Consideration

Conversion

Barriers

- Is unbanked/no credit card/prefers cash
- Can't afford to load TAP card/can only afford per-ride payments
- No TAP kiosk or retail location close to them/inconvenient
- Doesn't have/can't use TAP app
- Have encountered problems using/loading TAP card in the past



Awareness

Consideration

Conversion

General Messaging

- Here's where and how to register for a TAP card
- Download the TAP app
- Register for LIFE/GoPass/other applicable programs
- Tips to pre-load a TAP card on a budget



Awareness

Consideration

Conversion

Possible Tactics

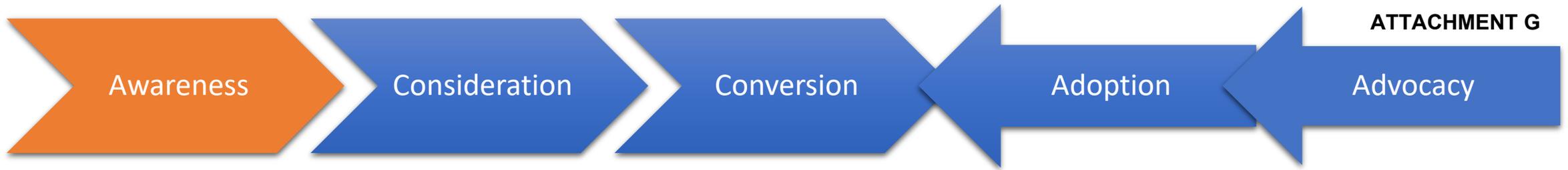
- Search Engine Marketing (SEM)
- App store ads (Android and Apple)
- Digital ad retargeting
- Pop-up TAP registration tables
- TAP registration ride-alongs
- Metro hotline or contact us page

PRE-LAUNCH JOURNEY TAKEAWAYS

- Pre-launch communications should prioritize **high-awareness** tactics informing current and potential riders Metro fare changes are coming and where can they find the details.
- The pre-launch phase must have a resource (microsite, collateral, or something else) that is accessible and informative that all riders understand. Primary objective should be driving riders there.
- No need to consider “post-conversion” customer journey steps during the pre-launch phase. Adoption and advocacy cannot occur until fare changes initiate.

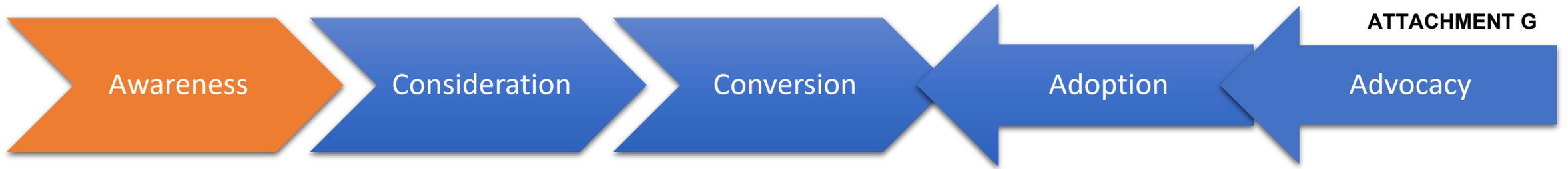
POST-LAUNCH





Barriers

- Did not know Metro fares changed
- Doesn't ride Metro regularly
- Is unfamiliar with the concept of "fare capping"
- Doesn't realize fare capping only applies to those with a TAP card
- Doesn't have consistent access to the internet
- Confused about the change and why they're paying more



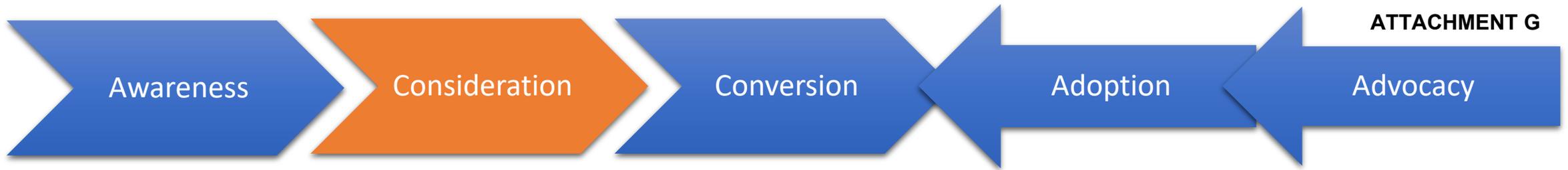
General Messaging

- Metro's fare system has changed
- Learn more about how the new ride fare system affects you
 - Digital and analog options
- Find out how you can benefit from fare capping (with a TAP card)



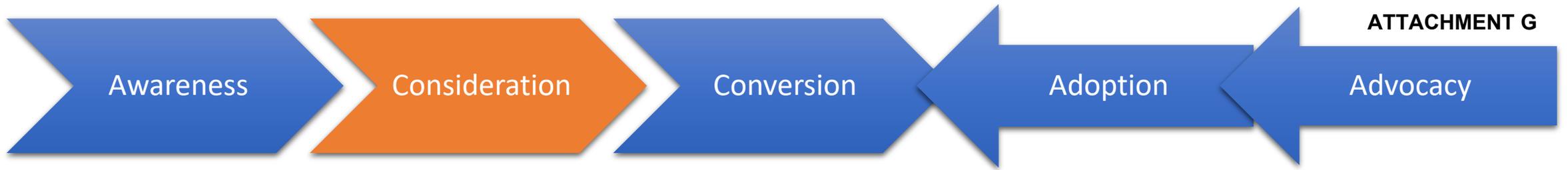
Possible Tactics

- Out-of-home (Billboards, bus benches, bus shelters, etc.)
- Terrestrial radio
- Public relations/press releases
- Digital display banners
- Email campaign to current riders
- Owned Metro signage at stations/buses/rail cars
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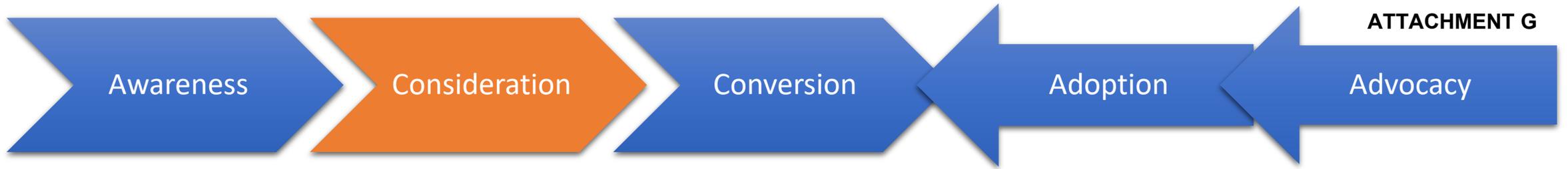
Barriers

- Doesn't know where to learn more about new fare structure/capping
- Can't easily access fare change/capping information
- Is unfamiliar with TAP card
- New fare system is confusing and don't know how to proceed
- Doesn't ride Metro frequently enough to benefit
- Only perceives the fare change as a price increase
- Prefers current fare routine/habit



General Messaging

- Metro fares have increased to \$1.75, but will have fare capping
 - Pay for 3 rides, the rest of the day is free
 - Pay for 11 rides, the rest of the week is free
- Having a TAP card unlocks all the free fare capping benefits
- Metro offers discount fare programs for those who need it (e.g., LIFE)



Possible Tactics

- Community based organizations outreach
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General Messaging

- Here's where and how to register for a TAP card
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- Tips to pre-load a TAP card on a budget



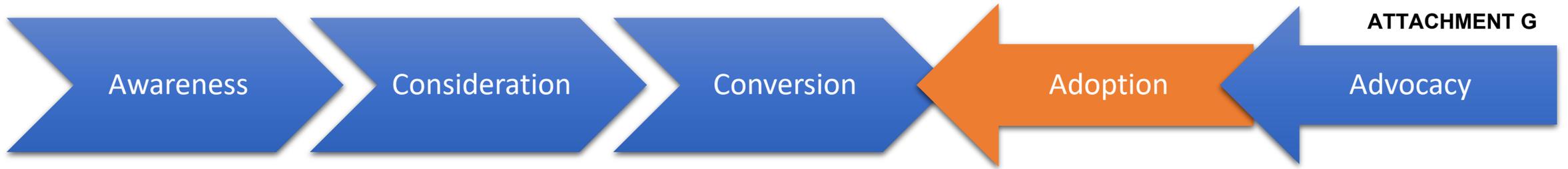
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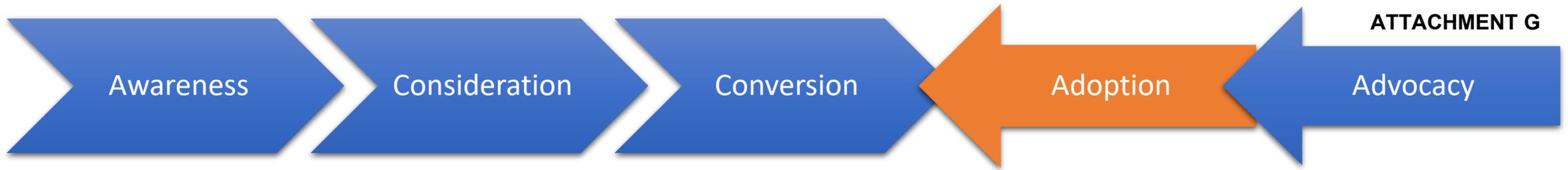
Barriers

- Can't afford to regularly add funds
- Doesn't benefit from fare capping due to insufficient ride totals
- Rides Metro less than before
- Finds using TAP too complicated or problematic



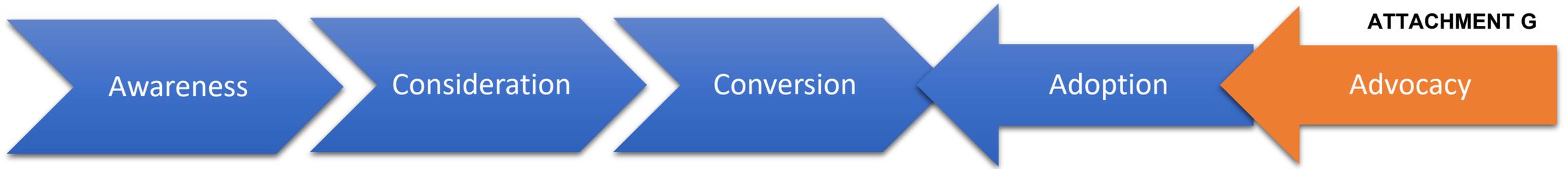
General Messaging

- Surpass your daily/weekly ride limits to receive benefits
- Learn where Metro can take you around LA
- Tips to maximize your Metro travel budget



Possible Tactics

- Rider digital media retargeting
- Email marketing (rider emails)
- Social media (all channels)
- SEM
- Native ads
- Long-term relationship building with CBOs and community leaders
- Trip inspiration pages or campaign creative



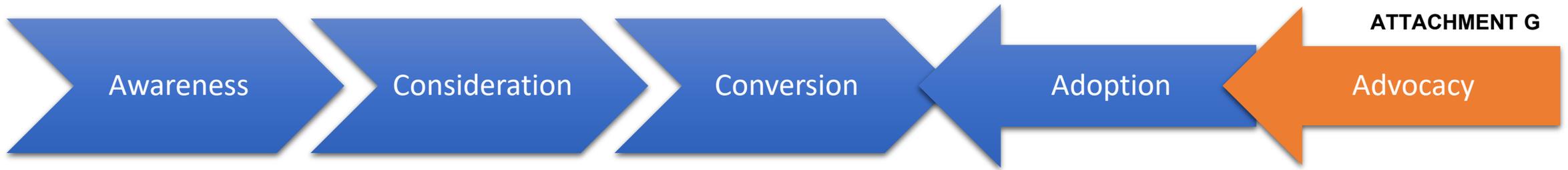
Barriers

- Doesn't have a forum to share their Metro advocacy
- Doesn't know who to spread their Metro advocacy to
- Doesn't see a benefit to spreading Metro advocacy



General Messaging

- Tell your fellow riders how they can avoid overpaying Metro fares
- Tell us how you've benefitted from fare capping
- Let us show our appreciation for being a Metro advocate



Possible Tactics

- Message boards/public forums/community leaders
- Social media (Facebook, Nextdoor, TikTok)
- Influencers
- Rider testimonials
- Rider benefit case studies
- Rider rewards or referral program

POST-LAUNCH JOURNEY TAKEAWAYS

- Post-launch communications should prioritize **consideration** tactics educating current and potential riders about the fare changes and why a TAP card is required to not overpay.
- The post-launch phase's primary objective should be TAP registrations. After being informed of the new fare structure, riders should be encouraged to register for TAP (or reload their current card, autopay)
- A secondary objective could be to increase TAP usage. Once riders transition to a TAP card, we want them to use it more to receive the benefits of fare capping.



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